

Message Text

LIMITED OFFICIAL USE

PAGE 01 ROME 10376 291545Z

46

ACTION CU-05

INFO OCT-01 EUR-06 ISO-00 /012 W
----- 027679

R 291442Z JUL 74

FM AMEMBASSY ROME

TO USIA WASHDC

INFO SECSTATE WASHDC 6158

LIMITED OFFICIAL USE ROME 10376

USIAC

E.O. 11652: N/A

SUBJECT: RAI STUDY TRIP TO NEW AND WASHINGTON

USIA FOR IWE: GILDNER/SABLOSKY; SECSTATE FOR CU/WE

1. FOLLOWING SUCCESSFUL AND FIRST-EVER SEMINAR ON THE SOCIAL INFLUENCE OF TELEVISION IN ROME LAST JANUARY, CO-SPONSORED BY USIS AND RAI (THE ITALIAN RADIO AND TELEVISION MONOPOLY) AND ATTENDED BY DEAN BURCH, PAUL LAZARFELD, HARRY SKORNIA, GEORGE GERBNER, RICHARD HEFFNER, AND AMBASSADOR VOLPE, USIS HAS AS MAJOR FY 1975 CP PROJECT A STUDY TRIP FOR APPROXIMATELY 12 KEY RAI PERSONNEL TO NEW YORK AND WASHINGTON FOR TWO WEEKS BEGINNING ABOUT OCTOBER 26, TO MEET WITH NETWORK COUNTERPARTS, ACADEMIC SPECIALISTS AND USG OFFICIALS AND DISCUSS "THE INFLUENCE OF TELEVISION ON THE FAMILY." PLANS ARE NOW FAR ENOUGH ALONG TO MAKE A SPECIFIC PROPOSAL TO THE AGENCY AND CU WICH FOLLOWS BY UNCLASSIFIED SEPTTEL. PURPOSE OF THIS MESSAGE IS TO PROVIDE PROJECT RATIONALE.

2. AS TV MONOPOLY IN COUNTRY WHERE PRESS READER-SHIP EXTREMELY LOW, RAI OBVIOUSLY WIELDS HEAVY INFLUENCE ON PUBLIC ATTITUDES TOWARD UNITED STATES AND AMERICAN FOREIGN POLICY, PARTICULARLY THROUGH FREQUENCY, SELECTION, SCHEDULING AND HANDLING OF AMERICAN SUBJECT MATTER IN
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 ROME 10376 291545Z

PUBLIC AFFAIRS PROGRAMMING AND ON NEWSCASTS.

3. WHILE TOP MANAGEMENT, INCLUDING THE RAI PRESIDENT, THE DIRECTOR GENERAL AND A NUMBER OF OTHER KEY PERSONNEL ARE CHRISTIAN DEMOCRATS GENERALLY FRIENDLY TO THE U.S., THEIR AUTHORITY IS CIRCUMSCRIBED BY A HIGHLY DECENTRALIZED MANAGEMENT PATTERN AND AN EMPLOYMENT POLICY WHICH REFLECTS THE POLITICAL/IDEOLOGICAL DIVISIONS OF THE ITALIAN ELECTORATE. LEFTIST, ANTI-AMERICAN ATTITUDES ARE GENERALLY MORE PRONOUNCED AMONG CREATIVE, PRODUCTION AND LESSER EXECUTIVE PERSONNEL THAN AT THE UPPER EXECUTIVE LEVEL, ALTHOUGH SOCIALIST INFLUENCE IS EVIDENT THERE, TOO. WE BELIEVE IT FAIR TO SAY THAT TREATMENT OF THE U.S. BY RAI DEPENDS TO AN IMPORTANT DEGREE ON INTERNAL NEGOTIATIONS CARRIED ON BY PEOPLE WHO ARE ESPECIALLY SENSITIVE TO THE CONSTANTLY SHIFTING CONFIGURATIONS OF ITALIAN POLITICS BOTH WITHIN AND AMONG THE VARIOUS PARTIES. UNTIL THE JANUARY SEMINAR, USIS WORKING RELATIONS WITH RAI WERE REASONABLY GOOD AND THE GENERAL RELATIONSHIP OF THE MISSION WITH RAI HAD BEEN IMPROVED BY THE CORDIAL ATTENTIONS OF THE AMBASSADOR TO THE RAI LEADERSHIP. HOWEVER, THE SUCCESSFUL COMPLETION OF A SUBSTANTIVE PROJECT, THE PREPARATIONS FOR WHICH HAD BEEN MARKED BY VACILLATION, TOUCHINESS AND SUSPICION ON THE PART OF OUR RAI COLLEAGUES, GENERATED A MORE PRODUCTIVE CONTINUING RELATIONSHIP BASED ON MUTUAL INTEREST AND ENHANCED BY CLOSER PERSONAL CONTACTS.

4. RAI CURRENTLY IN ORGANIZATIONAL FERMENT WITH STRONG POLITICAL OVERTONES AND IT IS IN U.S. INTEREST STRENGTHEN EXISTING TIES IN EVERY WAY POSSIBLE.

5. IN ADDITION TO PROVIDING RAI PARTICIPANTS AN OPPORTUNITY TO EXCHANGE VIEWS WITH THEIR AMERICAN COLLEAGUES ON A SUBJECT OF PARAMOUNT IMPORTANCE TO ITALIANS--THE FAMILY-- THE STUDY TRIP WILL ENABLE THEM, AS A GROUP, TO EXPERIENCE AMERICAN OPENNESS AND HOSPITALITY, WHICH SHOULD RESULT IN A MORE POSITIVE GENERAL ATTITUDE TOWARD THE U.S. AND A CONSEQUENT IMPROVEMENT IN TREATMENT OF THE U.S. ON ITALIAN TELEVISION.

6. DIRECTOR KEOGH, DURING HIS RECENT VISIT TO ITALY,
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 ROME 10376 291545Z

EXPRESSED INTEREST IN THIS PROJECT AND SUGGESTED THE USE OF BLAIR HOUSE FOR ONE FUNCTION. THE POST WOULD WELCOME EARLY AND COMPREHENSIVE ASSISTANCE BY THE AGENCY AND CU IN MAKING THE NECESSARY ARRANGEMENTS IN NEW YORK AND WASHINGTON. THE GROUP, 12-16 IN NUMBER, POSSIBLY WITH SOME WIVES, WILL BE COMPRISED OF BLUE-RIBBON RAI PERSONNEL AND IT IS EXPECTED THAT THE PRESIDENT AND DIRECTOR GENERAL WILL BE PRESENT FOR A LEAST PART OF PROGRAM.

7. PRINCIPAL RAI PROJECT COORDINATOR IN ROME IS
DR. PAOLO CASTELLI, DIRECTOR OF CENTRAL SECRETARIAT AND
RESEARCH SERVICES (WIFE IS CECILIA, DAUGHTER OF ALCIDE
DE GASPERI). AMERSON

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SEMINARS, TELEVISION BROADCASTING, VISITS, PUBLIC ATTITUDES, INTERGOVERNMENTAL COOPERATION
Control Number: n/a
Copy: SINGLE
Draft Date: 29 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: boyleja
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ROME10376
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740205-0863
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974079/aaaaahpo.tel
Line Count: 120
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAY 2002 by elyme>; APPROVED <24 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: RAI STUDY TRIP TO NEW AND WASHINGTON USIA FOR IWE: GILDNER/SABLOSKY; SECSTATE FOR CU/WE
TAGS: ETEL, IT, US, RAI
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005